



Syllabus of the educational discipline
«Tourism Activity Basics»

Specialty	242 "Tourism"
Educational program	Tourism
Level of education	bachelor
Discipline status	Base
Teaching language	English
Course / semester	2 course, 4 semesters
Number of credits ECTS	5
Distribution by types of trainings and hours of study	Lectures – 24 hours. Practical studies (seminars) – 24 hours. Independent training – 102 hours.
Form of final assessment	Exam
Department	Department of tourism, Nauky ave., Kharkiv, office 316 Phone number 38(057)758-77-26 (add. 451) http://www.hneu.edu.ua/Department_of_tourism
Teacher (-s)	Sushchenko Olena Doctor of economic sciences, professor, Head of the Department
Teacher's contacts	helen.sushchenko@gmail.com
Days of the classes	According to the schedule
Consultations	According to the schedule
The purpose of the discipline is to obtain professional knowledge and skills in organizing tourism activities in various tourist regions of the world and in Ukraine.	
Prerequisites for learning <i>History of Ukraine</i>	
Content of the educational discipline	
Content module 1 <i>Theoretical and methodological fundamentals of tourism geography</i> Content module 1. Basic concepts and principles of tourism organization Topic 1. The subject of organizing tourism activities. Basic concepts and categories of the subject. Topic 2. Organizational foundations of tourism. Topic 3. Tourism sector. Tourist enterprises, classification, stages of creation. Topic 4. Legal foundations of tourism. Substantial module 2. Tourism market and its segmentation. Organization of tourism in the regions of something and in Ukraine. Topic 5. The tourist market as a sphere of manifestation of economic interests .. Topic 6. Tourism product, creation, promotion, implementation in market conditions. Topic 7. Marketing in tourism. Topic 8. Tourism resources. Topic 9. Current state and prospects of tourism development in the world	
Material and technical support (software) of the discipline The use of multimedia tools is necessary to cover the discipline	
Course page on the Moodle platform (personal training system)	<i>Syllabus, technological card, task for practical and independent classes, information materials, recommendation for course work, task for testing knowledge</i> https://pns.hneu.edu.ua/course/view.php?id=4853.
Recommended literature	
<i>1. Любіцева О. О. Ринок туристичних послуг (геопросторові аспекти) [Текст] : навч. посіб. –</i>	



3-є вид., перероб. та доп. – К. : Альтерпрес, 2006. – 430 с. 2. Єрмаченко, В. Є. Дослідження світового та регіональних туристичних ринків [Текст] : конспект лекцій / Харківський національний економічний університет. – Х. : ХНЕУ, 2011. – 239 с. 3. Рекреаційні комплекси світу / Єрмаченко В.Є., Зима О.Г., Дехтяр Н.А., Алдошина М.В. [Електронна версія документа: elib2\Ertsachenko3.pdf] – Х.: ХНЕУ ім. С. Кузнеця, 2014. – 321 с. 4. Організація туризму: підручник / І.М. Писаревський, С.О. Погасій, М.М. Покоłodна та ін.; за ред. І.М. Писаревського. – Х.: ХНАМГ, 2008. – 541 с. 5. Чоренька Н.В. Організація туристичної індустрії: Навчальний посібник. – К.: Атіка, 2006. – 264 с. Додаткові джерела – 6. Туризм в умовах глобалізації: особливості та перспективи розвитку [Текст] = Tourism under conditions of globalization: specific features and prospects of development: monograph : монографія / [під ред. М.О. Кизима, В.Є. Єрмаченка]. – Х. : ІНЖЕК, 2012. – 471 с. 7. Kozubova N. Priorities of state programs for development of tourism in Ukraine/ N. Kozubova, / Economic and Legal Foundations of the Public Transformations in Conditions of Financial Globalization : monograph / edited by Yu. Pasichnyk – Yunona Publishing, New York, USA, 2018. – Pp. 193-203. 8. Суценко О. А. Теоретико-методологічні засади управління рекреаційно-туристичною діяльністю підприємств // Методологія та практика сталого розвитку туризму : монографія / за заг. ред. Черниш. — Полтава : ПолтНТУ ім. Ю. Кондратюка, 2018. — С. 108-118.

The system of evaluation includes: the current control during the semester at lectures, practical classes, seminars is estimated by the sum of points (the maximum amount is 60 points; the minimum amount that allows a student to complete the discipline is 35 points); the module control carried out in the form of a Colloquium, taking into account the current control over the relevant content module; the final / semester control, conducted in the form of the exam, according to the educational schedule (the maximum amount is 40 points; the minimum amount that allows a student to complete the discipline is 25 points). More detailed information on assessment is given in the technological card of the discipline

Accumulation of rating points in the discipline

Types of training	Max points
Lectures (active work)	8
Practical studies (active work)	8
Presentations and	10
Oral quiz	8
Report	6
Colloquium	20
Exam	40
Max points	100

Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	Pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		

Discipline policies

It is mandatory to adhere to the policy of academic integrity, the absenteeism and the policy of completing tasks on time.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan)of the educational discipline.



Simon Kuznets Kharkiv National University of Economics

Syllabus approved at the meeting of the Department of Tourism. Protocol № 1. From September, 26